

006080" 2E09E960

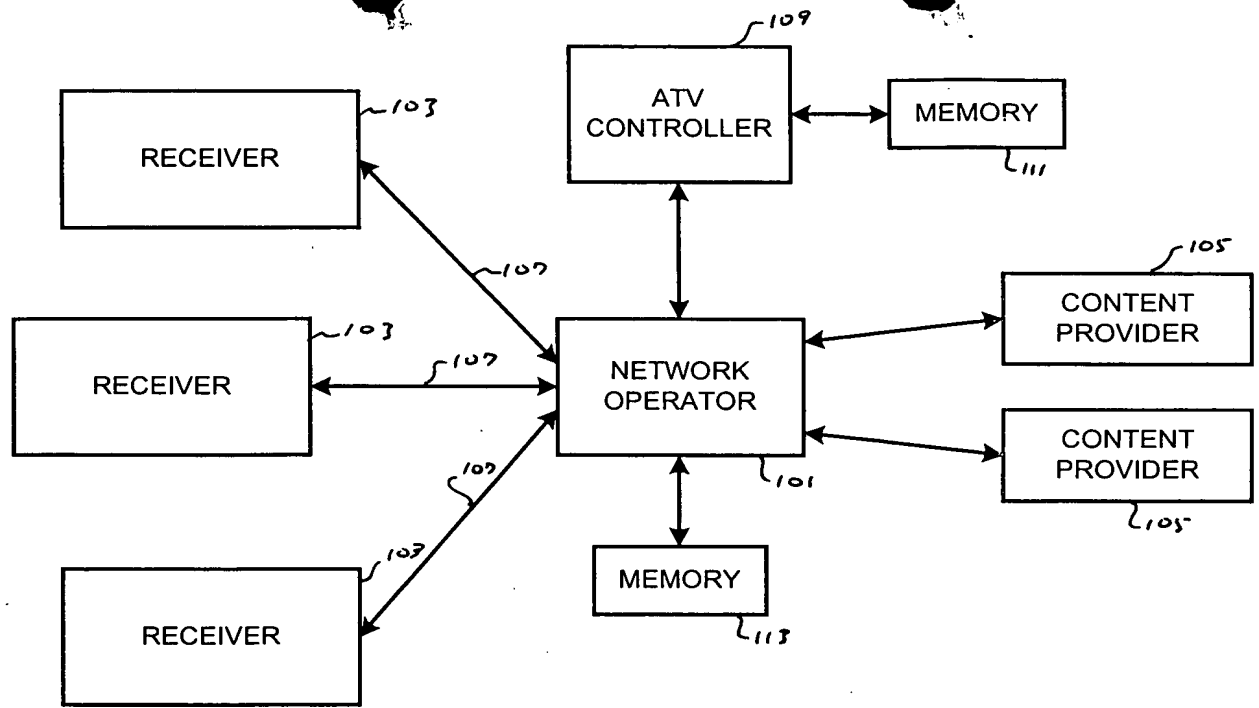


FIG. 1

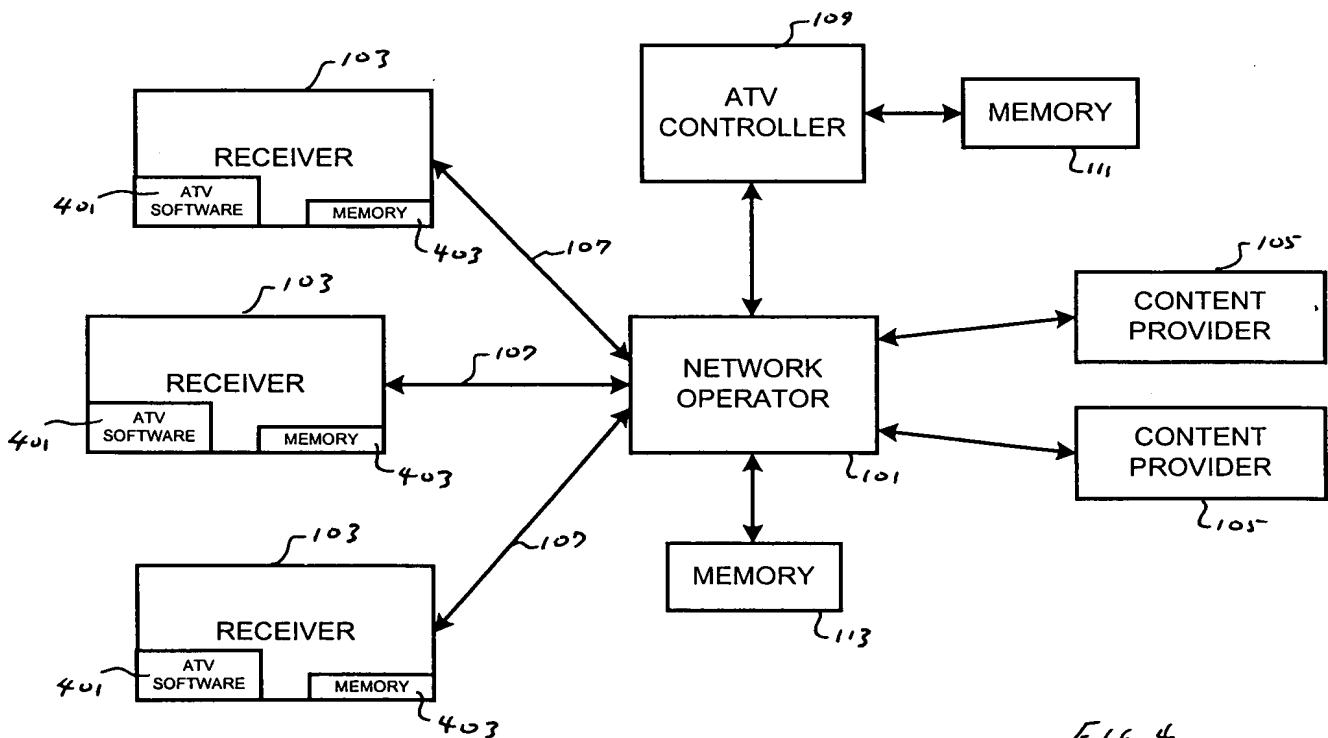


FIG. 4

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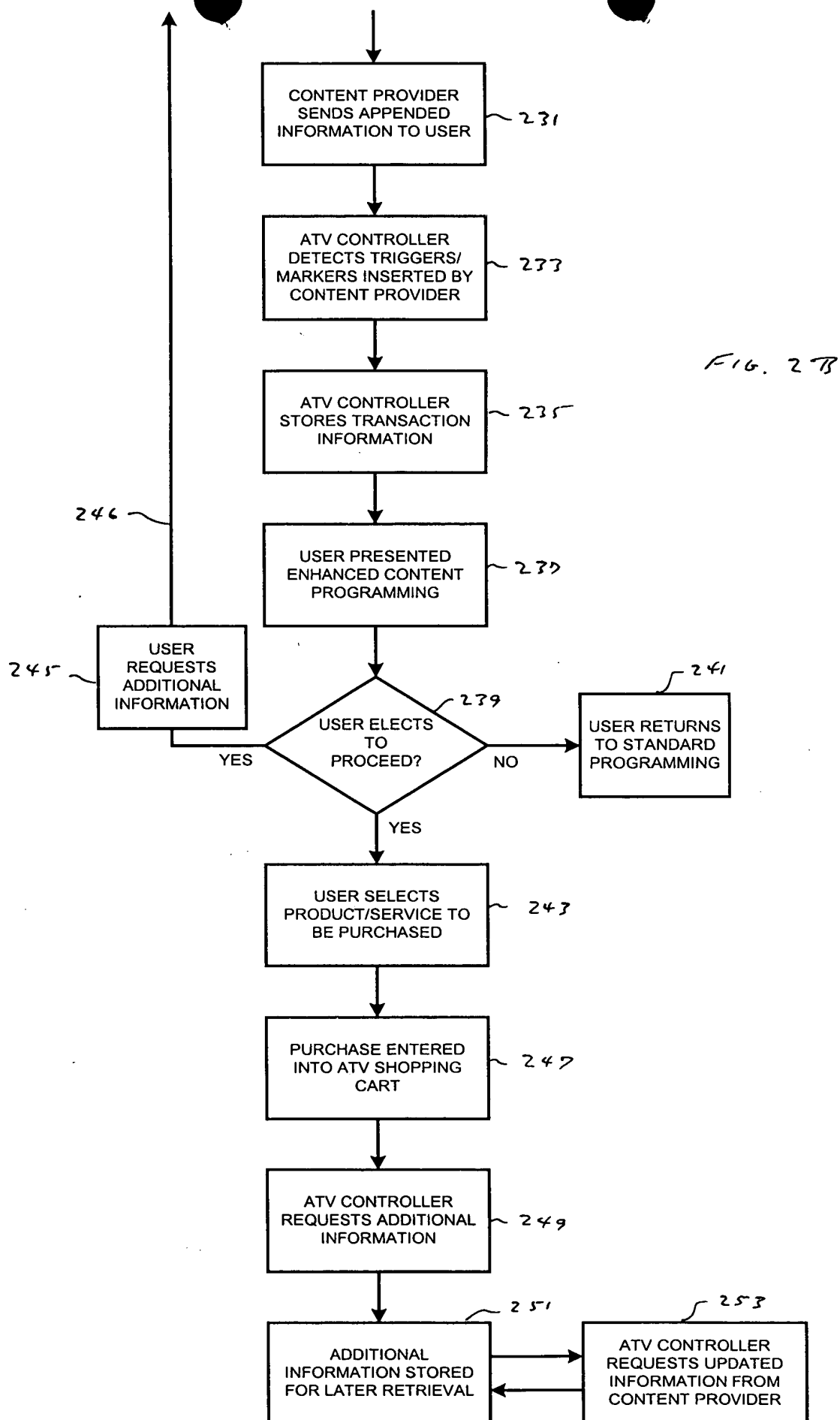
graph TD
    201[ENHANCED CONTENT PROGRAMMING BROADCAST] --> 203[USER INTERACTS WITH ENHANCED CONTENT PROGRAMMING]
    201 -.-> 219{IS CONTENT PROVIDER AUTHORIZED?}
    219 -- YES --> 203
    219 -- NO --> 221[CONTENT PROVIDER PROGRAMMING NOT SUPPLIED TO USER]
    203 --> 205[ATV SOFTWARE APPENDS ATV ADDRESS TO USER REQUEST]
    205 --> 207[USER REQUEST DIRECTED TO ATV CONTROLLER]
    207 -.-> 209{IS CONTENT PROVIDER AUTHORIZED?}
    209 -- YES --> 223[ATV CONTROLLER APPENDS ATV PARAMETERS TO USER REQUEST]
    209 -- NO --> 211[ ]
    211 --> 213[TERMINATE TRANSACTION]
    211 --> 215[SEND MESSAGE TO USER]
    211 --> 217[FORWARD REQUEST TO SUBSTITUTE CONTENT PROVIDER]
    223 --> 225[ATV CONTROLLER SENDS APPENDED REQUEST TO DESIGNATED CONTENT PROVIDER]
    225 --> 227[CONTENT PROVIDER RECEIVES REQUEST FROM ATV CONTROLLER]
    227 --> 229[CONTENT PROVIDER APPENDS ATV MARKERS TO THE REQUESTED INFORMATION]

```

FIG. 2A

FIG. 2A

THE UNIVERSITY OF CHICAGO



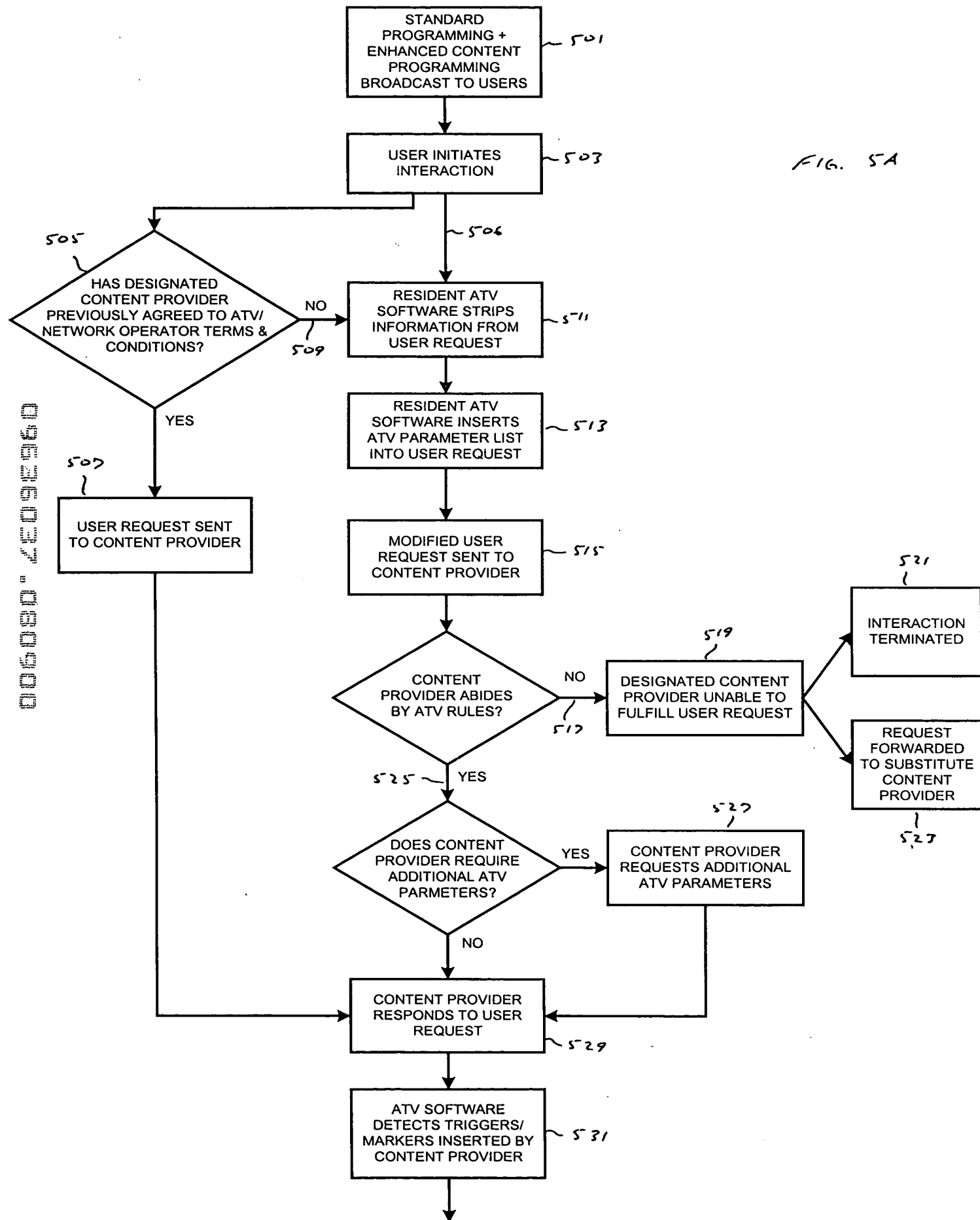
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graph TD
    243[243 USER SELECTS PRODUCT/SERVICE TO BE PURCHASED] --> 245[245 PURCHASE ENTERED INTO ATV SHOPPING CART]
    245 --> 301[301 USER ELECTS TO VIEW SHOPPING CART]
    301 --> 303[303 ATV CONTROLLER PRESENTS SHOPPING CART TO USER]
    303 --> 305{305 DOES USER WANT MORE INFORMATION?}
    305 -- YES --> 307[307 ATV CONTROLLER SUPPLIES USER WITH ADDITIONAL INFORMATION]
    307 --> 309[309 USER ELECTS TO CHECKOUT]
    305 -- NO --> 309
    309 --> 311[311 USER ELECTS WHICH TRANSACTIONS TO FINALIZE]
    311 --> 313[313 ATV CONTROLLER PRESENTS CHECKOUT SCREENS TO USER]
    313 --> 315[315 USER SUPPLIES ANY ADDITIONAL INFO REQUIRED TO COMPLETE TRANSACTION]
    315 --> 317[317 ATV CONTROLLER SENDS CHECKOUT INFORMATION TO CONTENT PROVIDER]
  
```

FIG. 3

Fig. 3

006080" 080900



006090 4E09E960

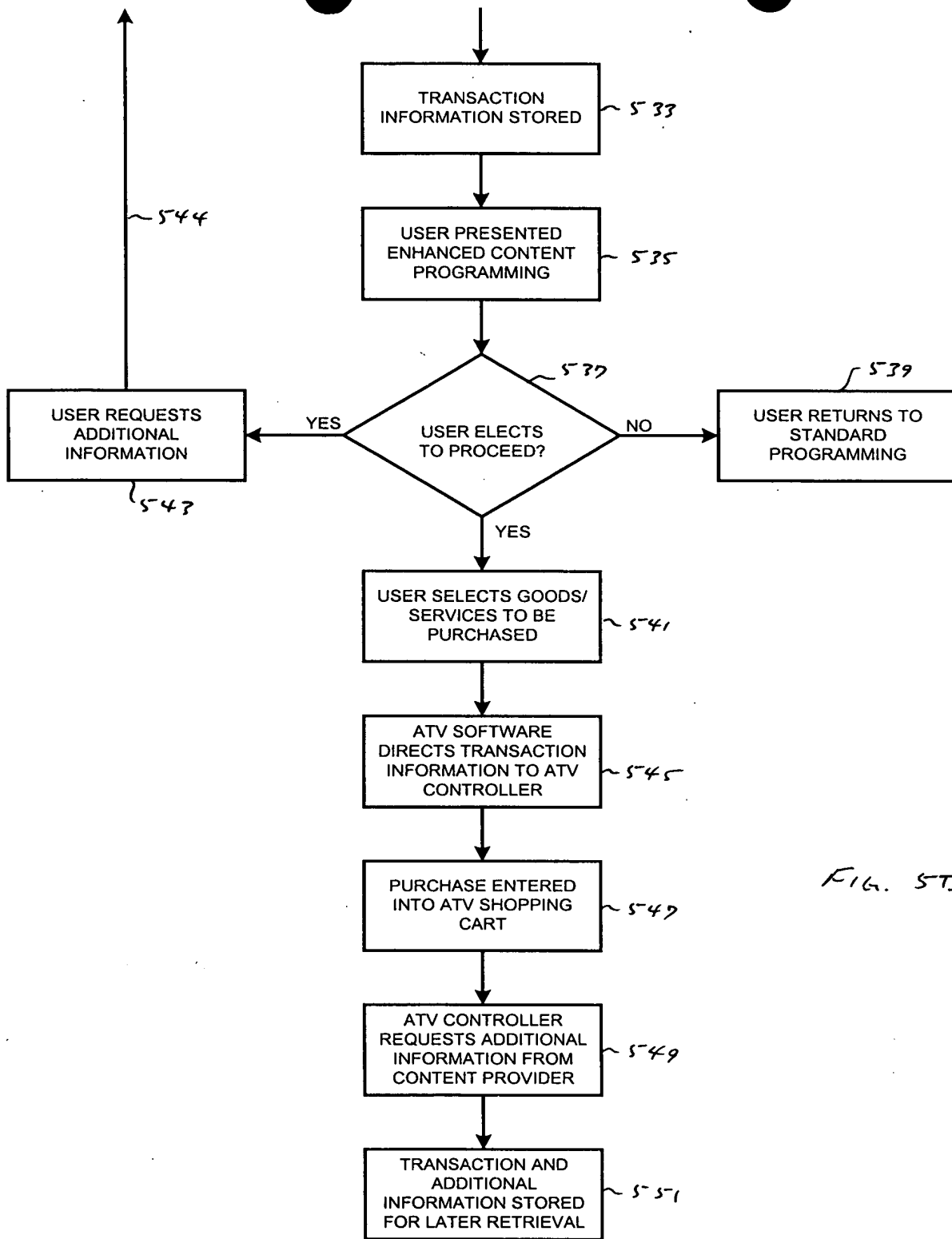


FIG. 5B

0050330

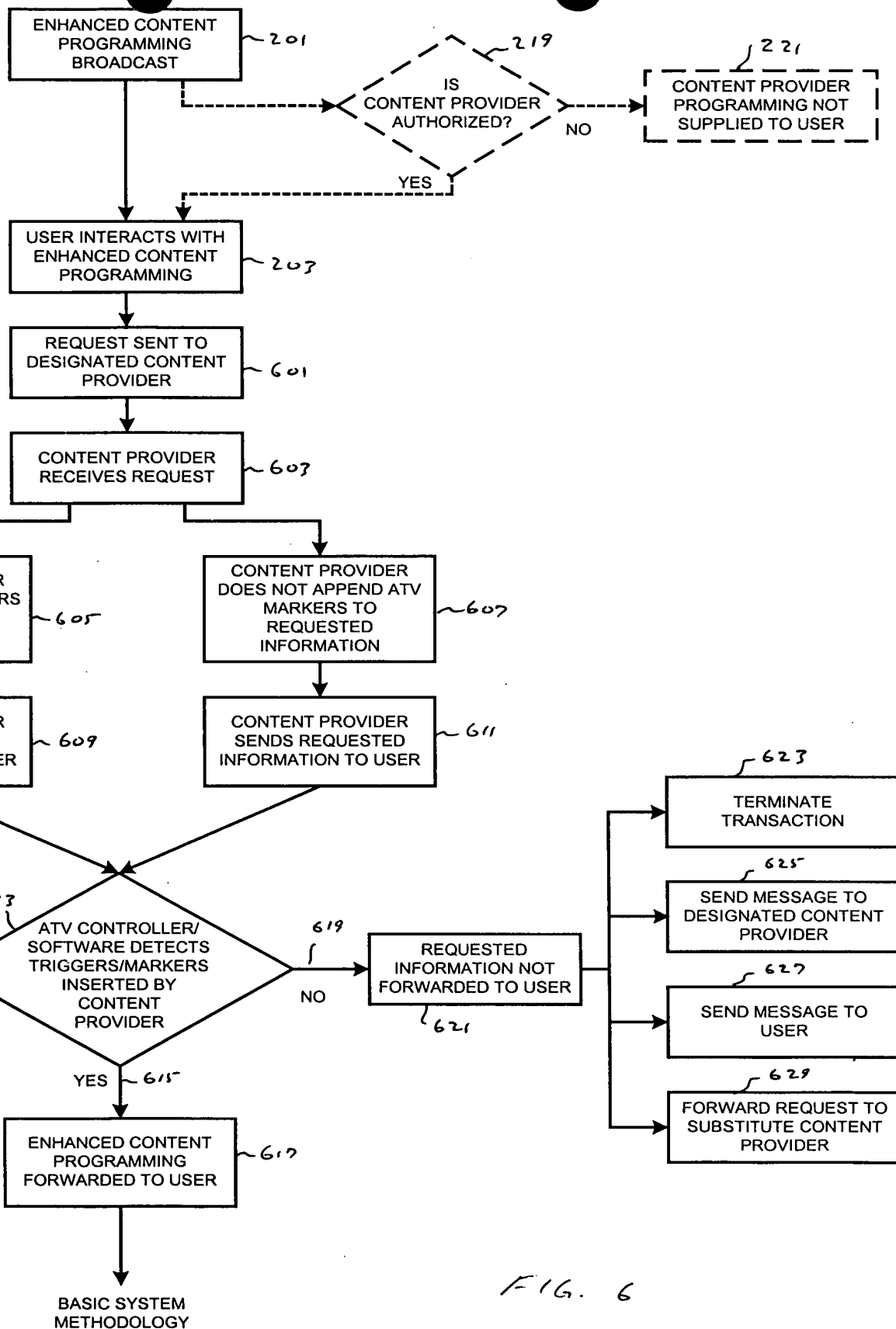


FIG. 6

09636037 080900

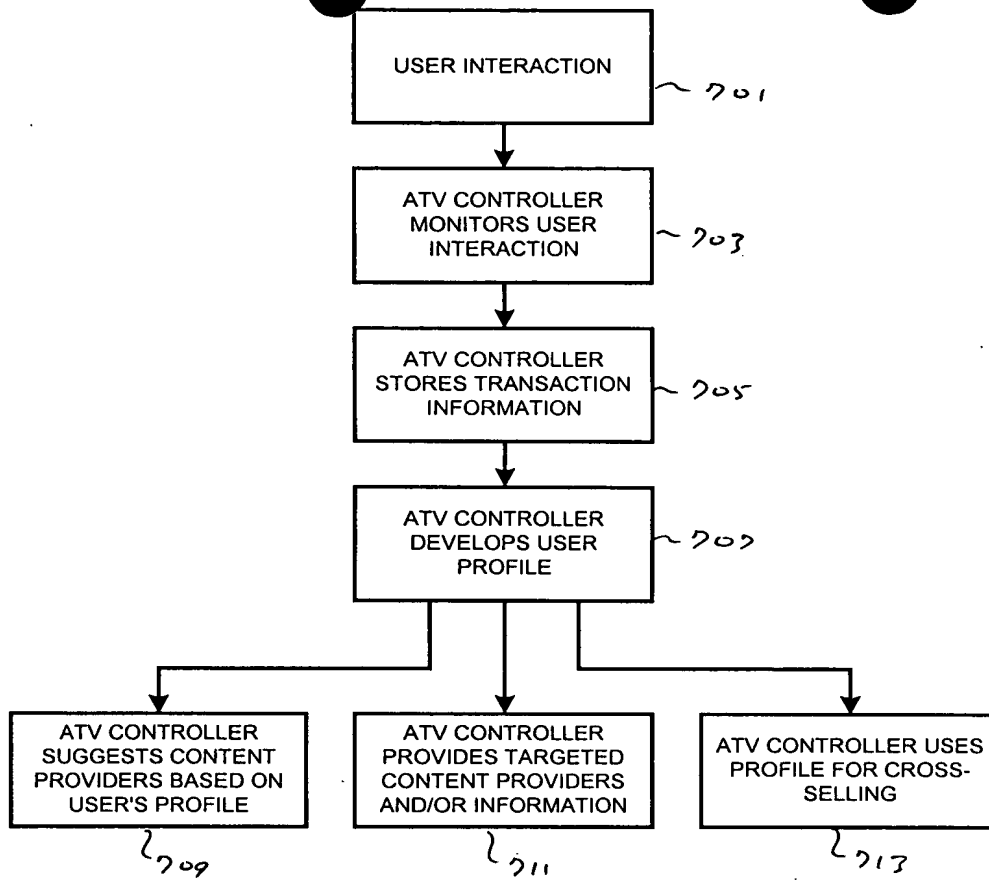


FIG. 7

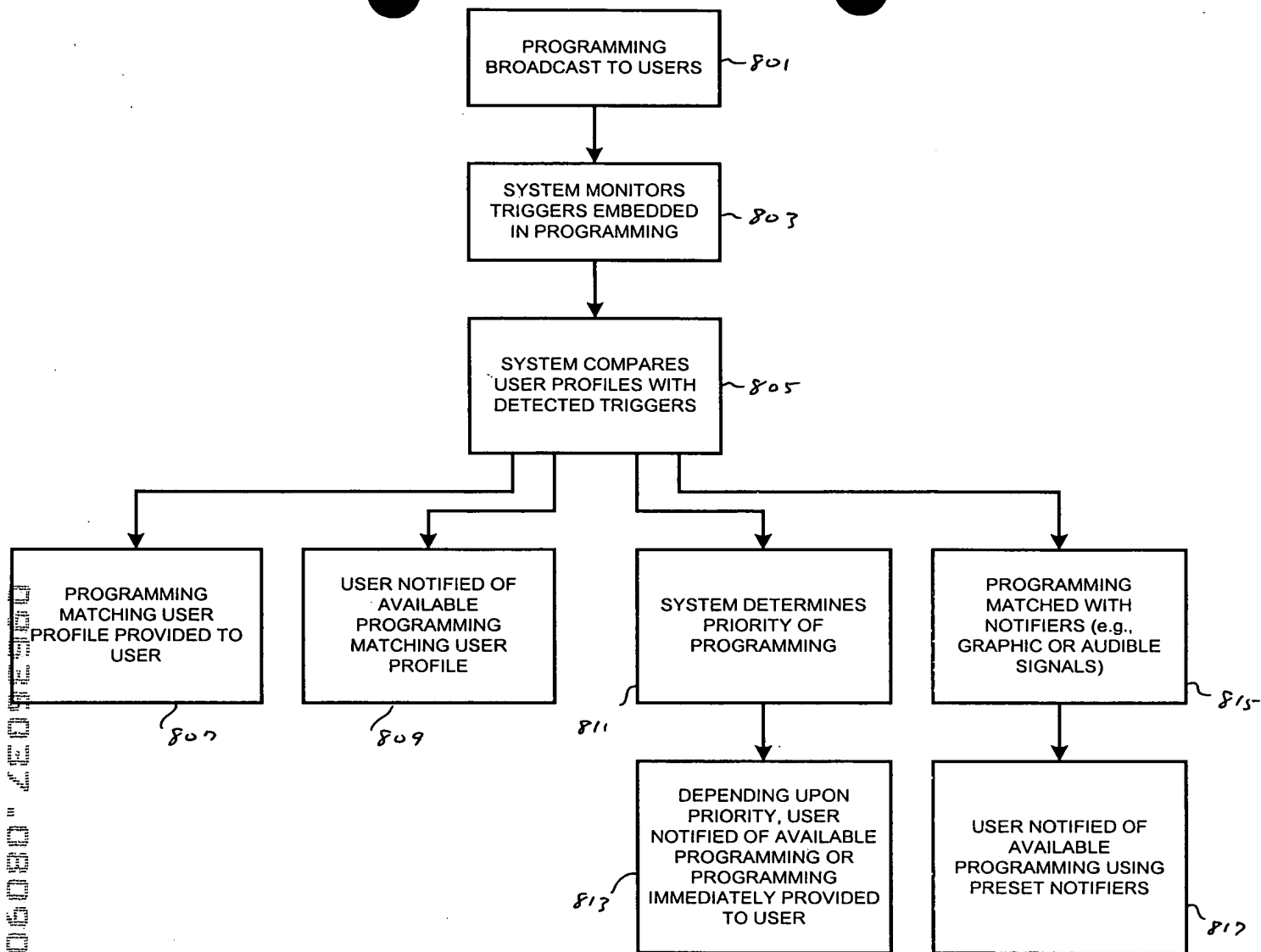


FIG. 8

006080" 22092360

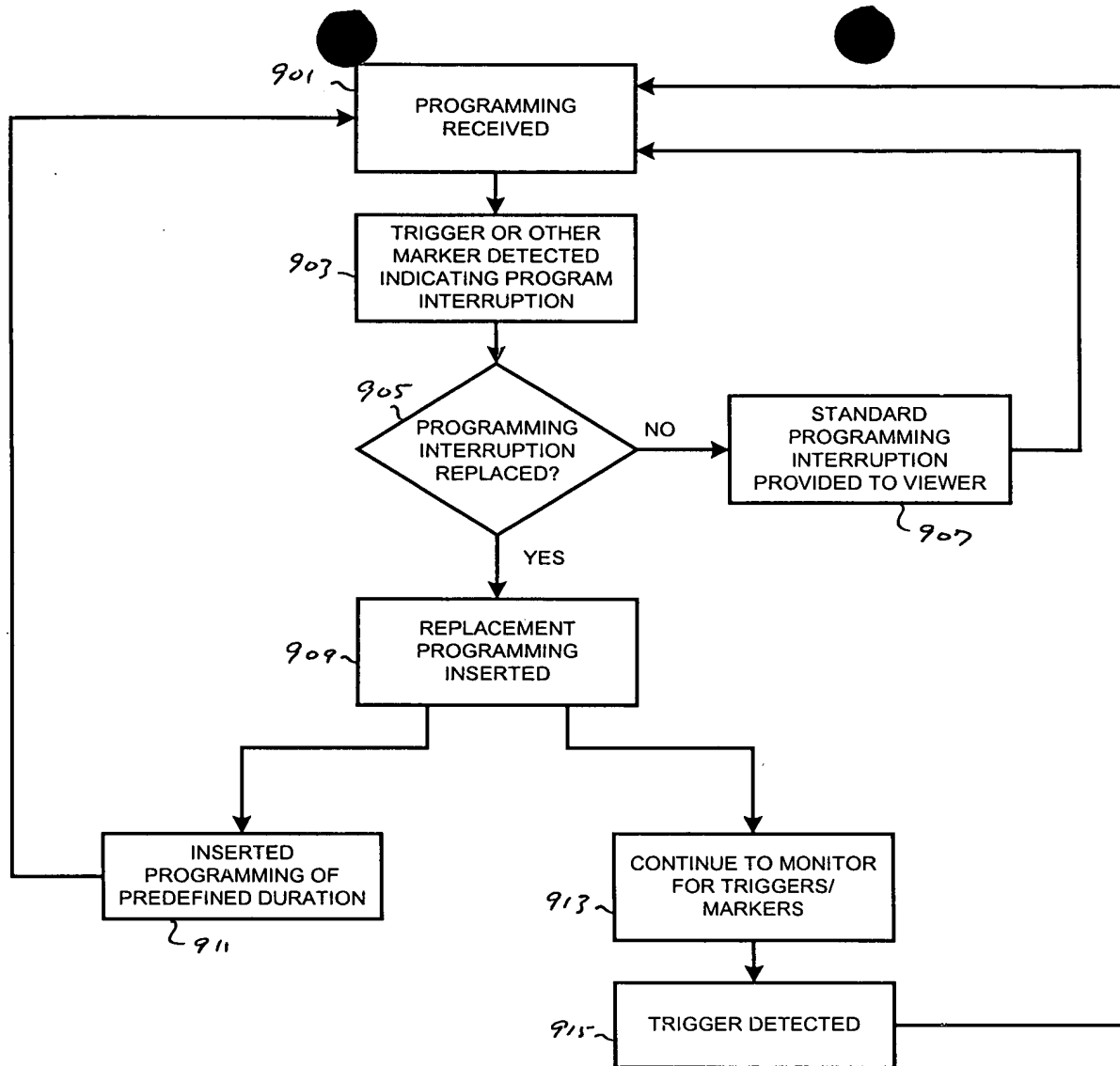


FIG. 9

006080" 2E09E960

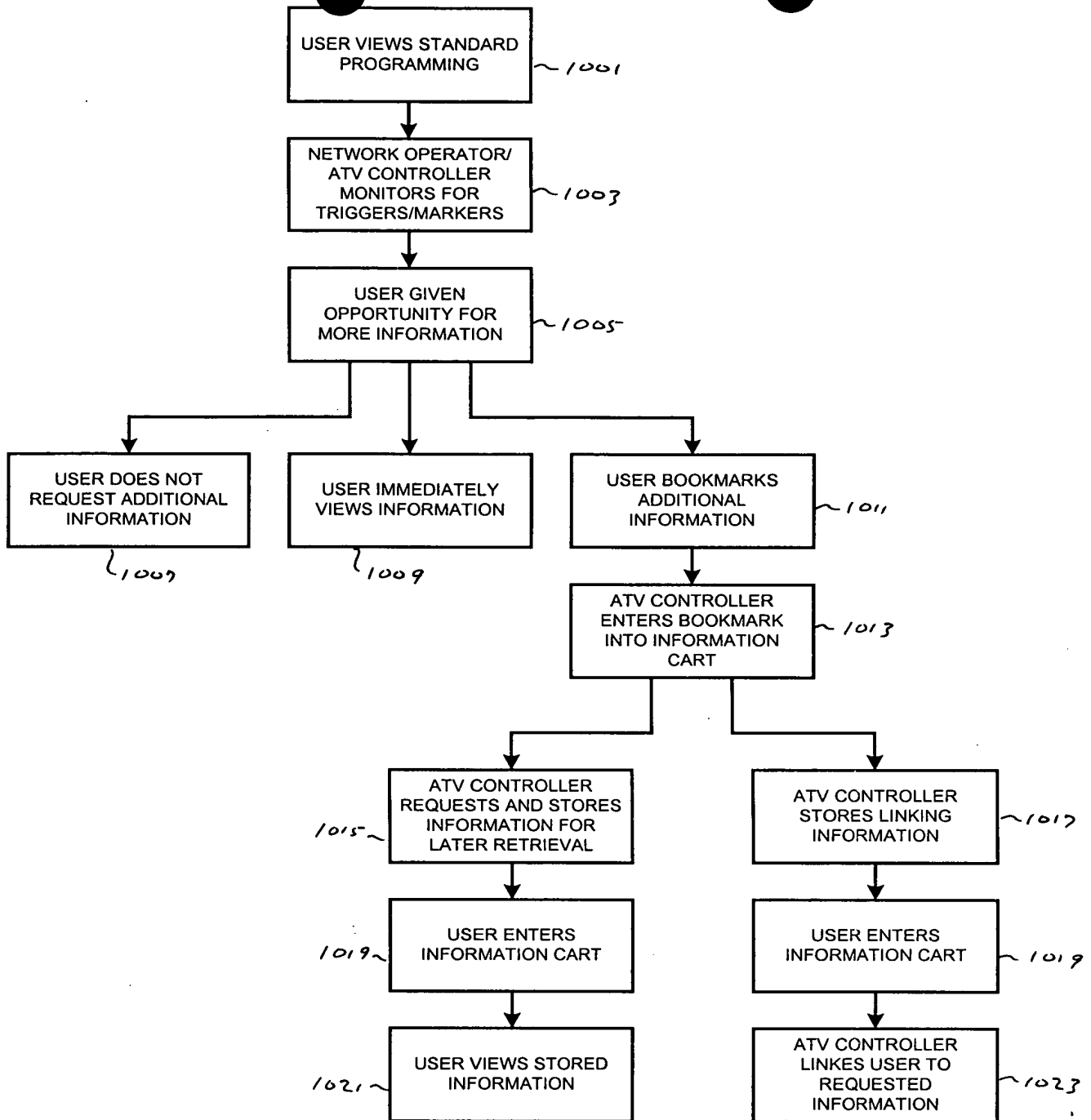


FIG. 10

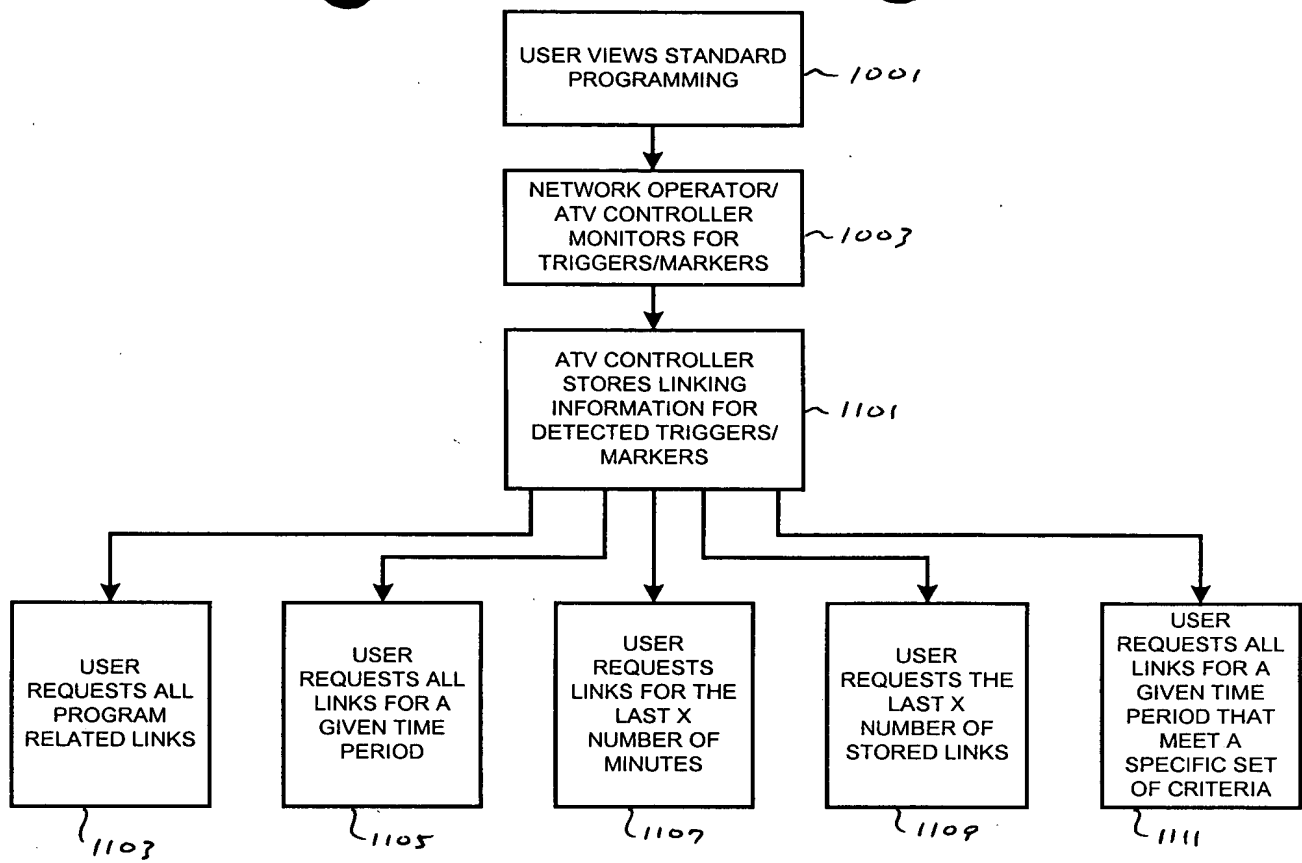


FIG. 11

006080" 2509E960

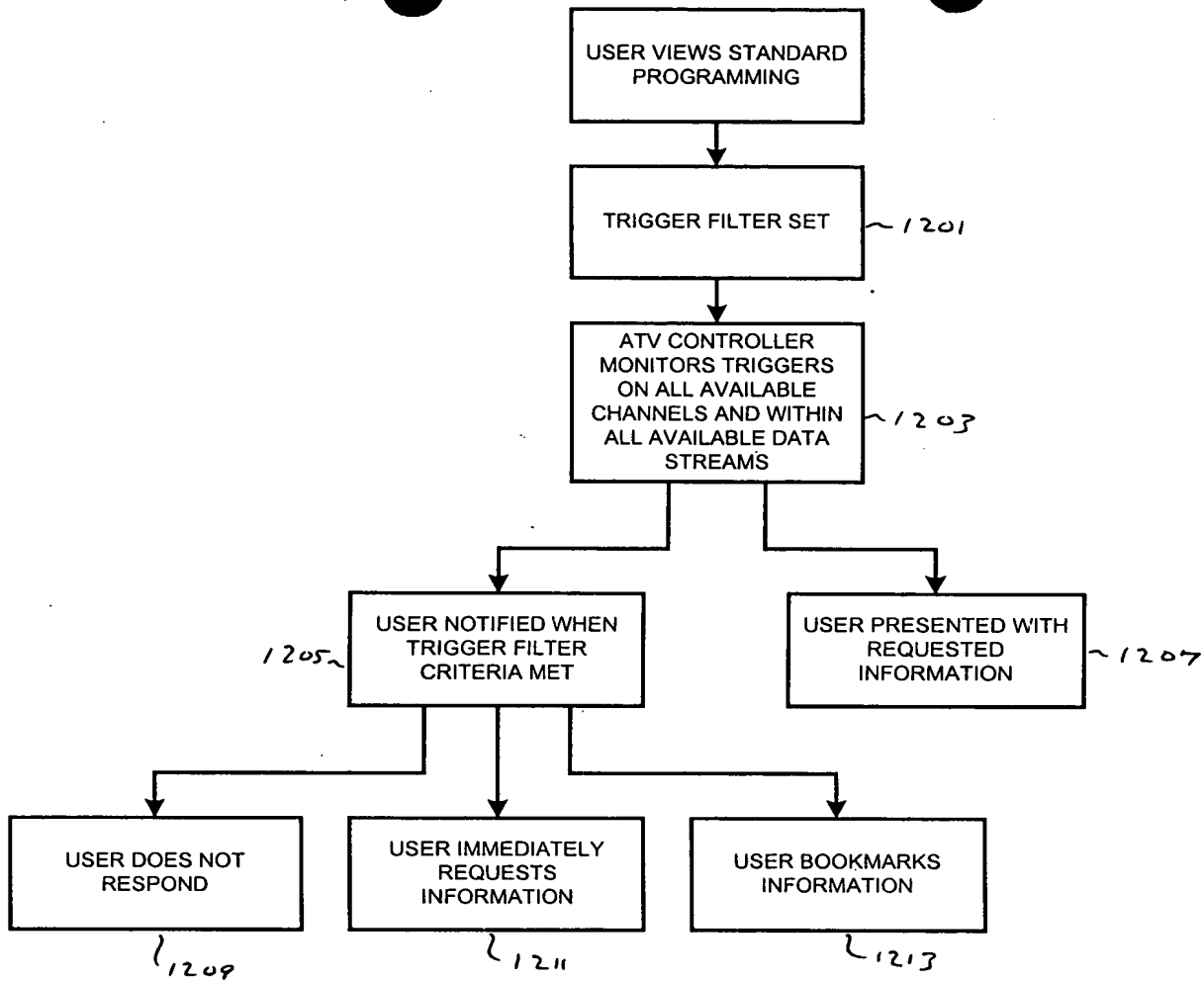


FIG. 12